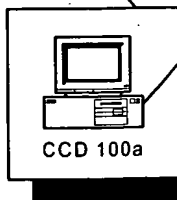
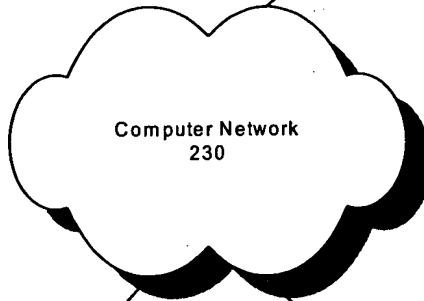


Sweepstakes Repository 200

Sweepstakes  
Manager  
210

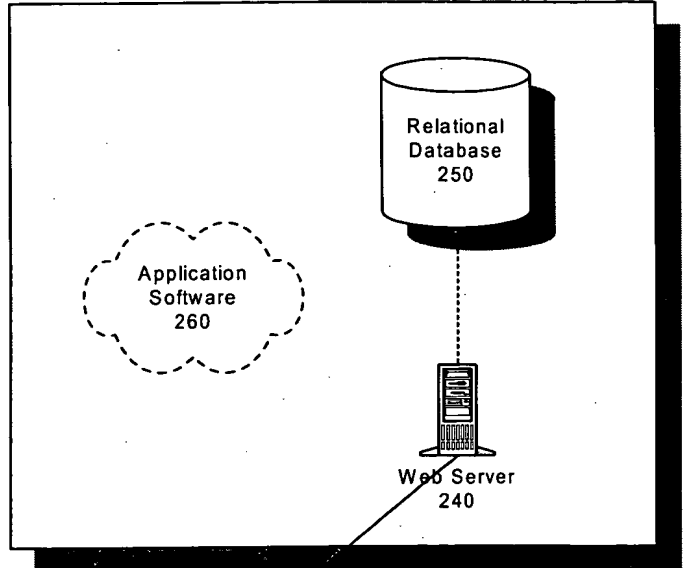
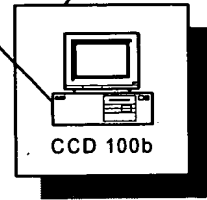


Network Link  
225a



Network Link  
225b

Consumer 220



Network Link  
225c

FIG. 2

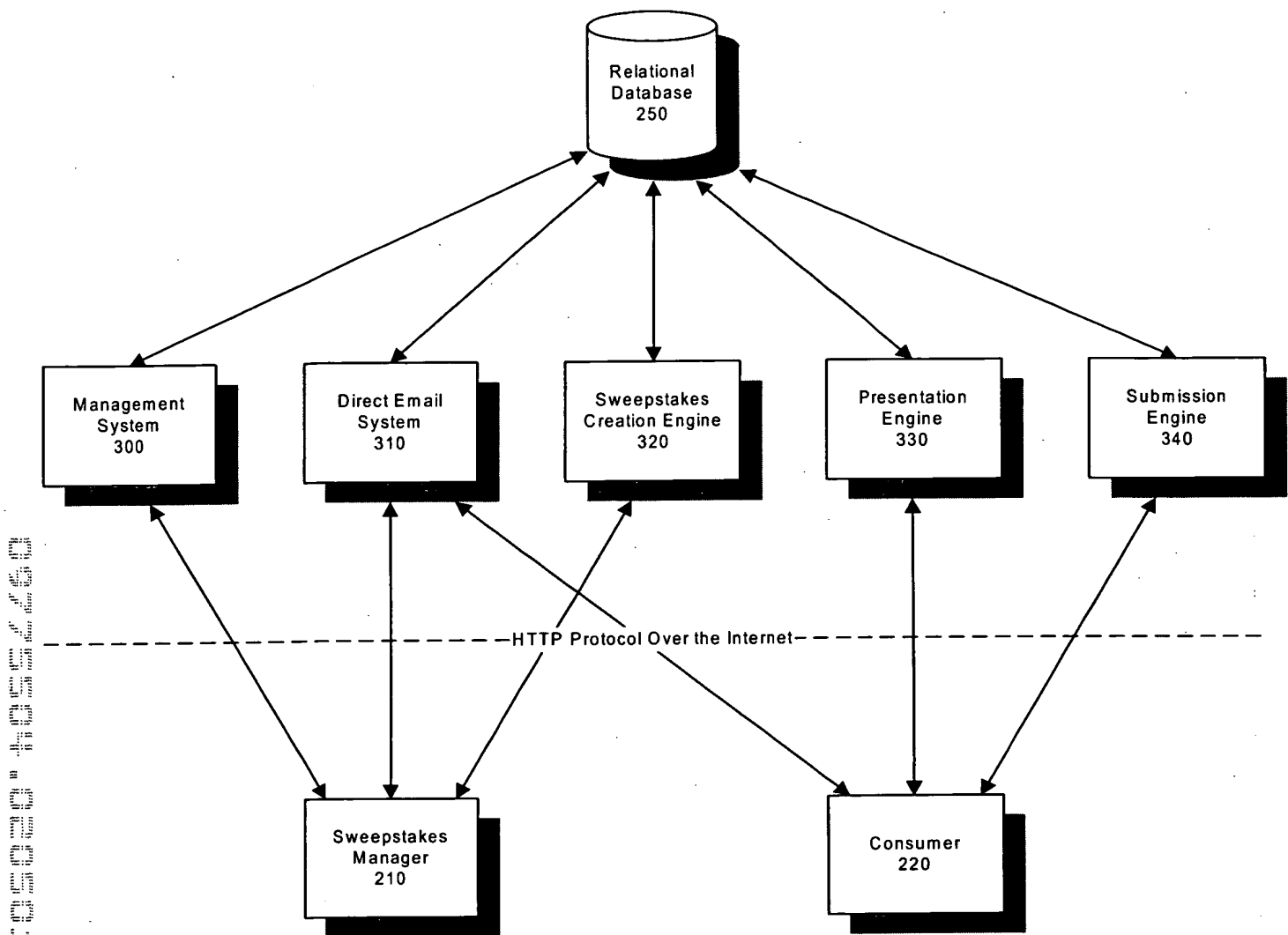


FIG. 3

400 405 410 415 420 425 430 435 440 445 450 455

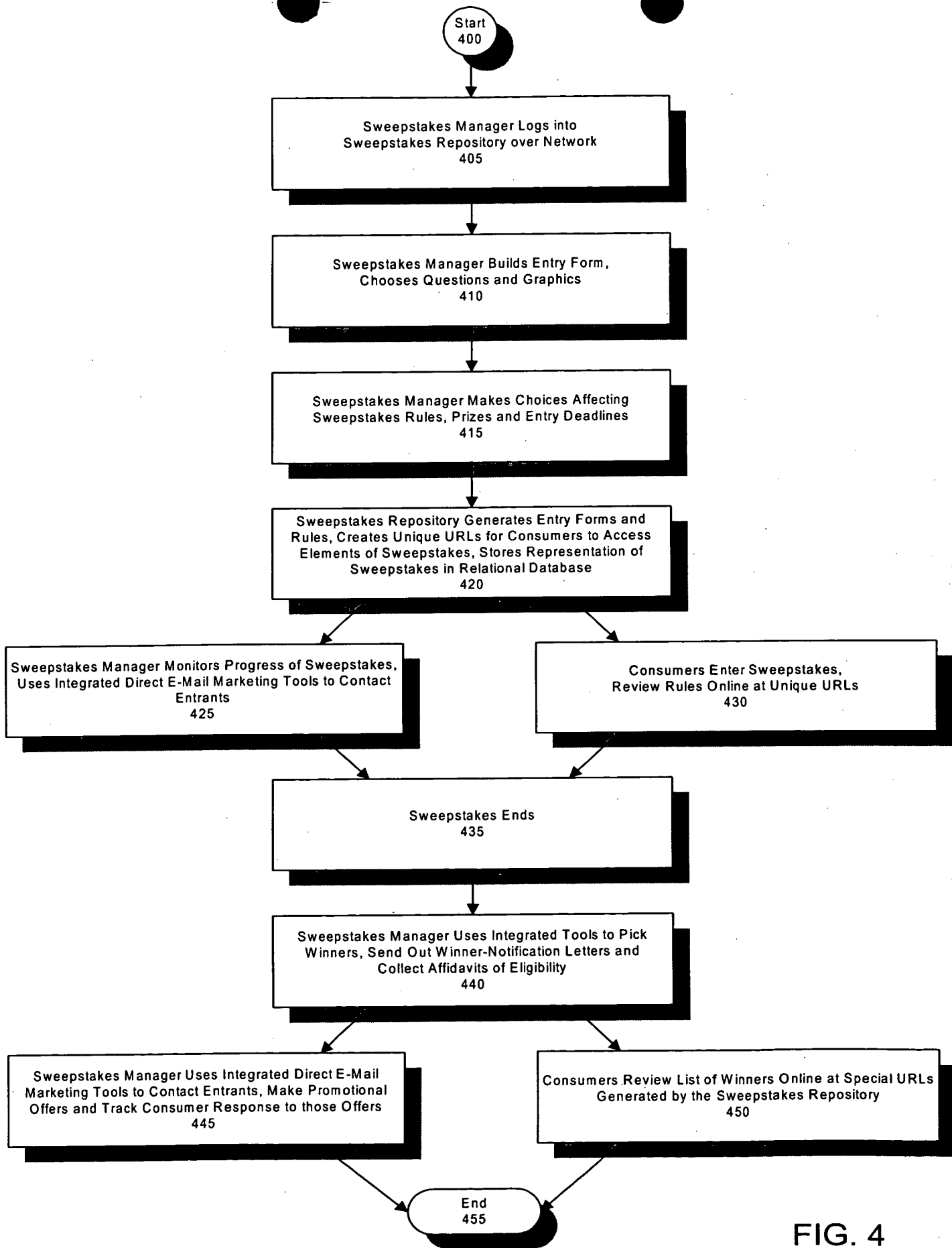


FIG. 4

Web Browser 150

**Creating a Sweepstakes - Microsoft Internet Explorer provided by Kenyon & Kenyon**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address http://sweepstakes.doubleclick.net/exec/createsweep

**Sweepstakes creation**

**Your New Sweepstakes**

What is the title of this sweepstakes?  *Example: Win a free trip!*

When would you like the sweepstakes to start?

What would you like your sweepstakes' nickname to be?  *Nicknames cannot contain spaces.*

How many drawing dates will there be?

At each drawing, how many prize levels will you have?

**Official Sponsor Information**

*This information is required for the Official Rules.*

Sponsoring company name:

Address line 1:

Address line 2:

City, State, Zip:

Privacy Policy URL:

**Initial Entry Form Questions**

*Don't worry -- you'll be able to change this later!*

*Email and Opt-Out Mailing List questions are required.*

☒ First Name ☒ Last Name ☐ Gender ☐ Age ☐ Income

☐ Education Level ☐ Street Address ☐ City ☐ State ☐ ZIP/Postal Code

☐ Tell a Friend!

Internet zone



FIG. 5

Web Browser 150

Creating a sweepstakes - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address  http://sweepstakes.doubleclick.net/exec/createsweep?db=test&sweep=2&entry=once&mode=CREATE&num\_dates=1 



**DoubleClick** Home Create Manage My Account Logout Help

DoubleClick Sweepstakes Hello, Test User

**Drawings and prizes**

**Entry Deadlines**

For each drawing, there must be an entry deadline. Only entries received on or before the deadline will be considered for a drawing.


Enter entry deadline #1: Jan  30  2001


**Prizes**

All prizes listed below will be awarded at each drawing. Prize descriptions will be used for legal purposes, so avoid promotional language. Please provide as much detail as possible including brand, make, style, or model, as appropriate. If you are awarding travel or an automobile, certain information is required. Still unsure? Check out our sample descriptions!

For the First Prize, you'll award 1  , worth \$ each.

First Prize full description:



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Internet zone

FIG. 6

Web Browser 150

Creating a sweepstakes - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://sweepstakes.doubleclick.net/exec/createrules?db=testswweep&page=1> Go

**DoubleClick** Home Create Manage My Account Logout Help

DoubleClick Sweepstakes Hello, Test User

**High-level rules issues**

**Rules Issues**

These questions will help DoubleClick Sweepstakes generate your Official Rules. Check each box that applies to your sweepstakes.

☒ Minors are permitted to enter your sweepstakes.

☐ One or more of the prizes is travel.

☐ One or more of the prizes is a car.

**Continue**

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Done Internet zone

FIG. 7

Web Browser 150

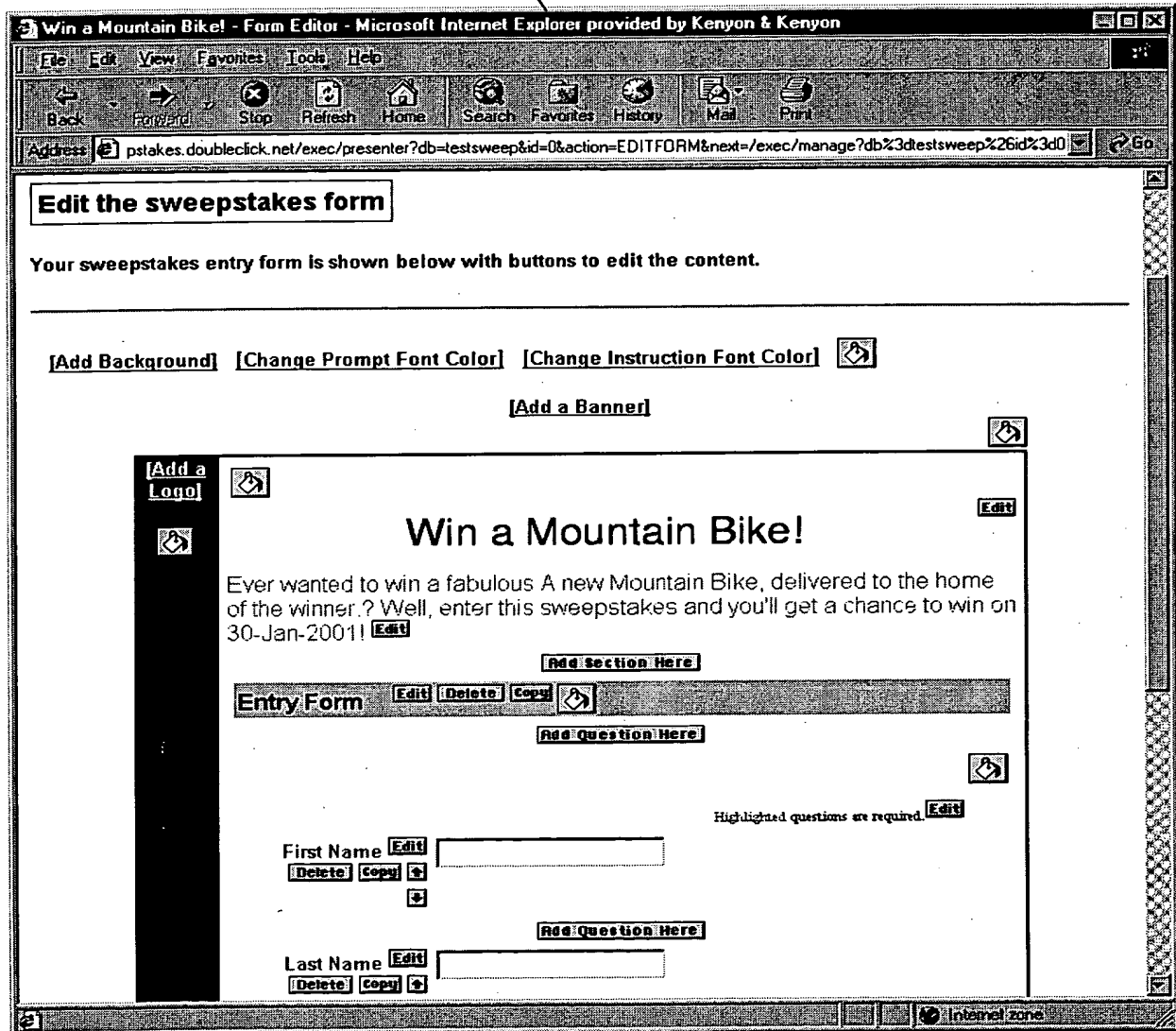


FIG. 8

Web Browser 150

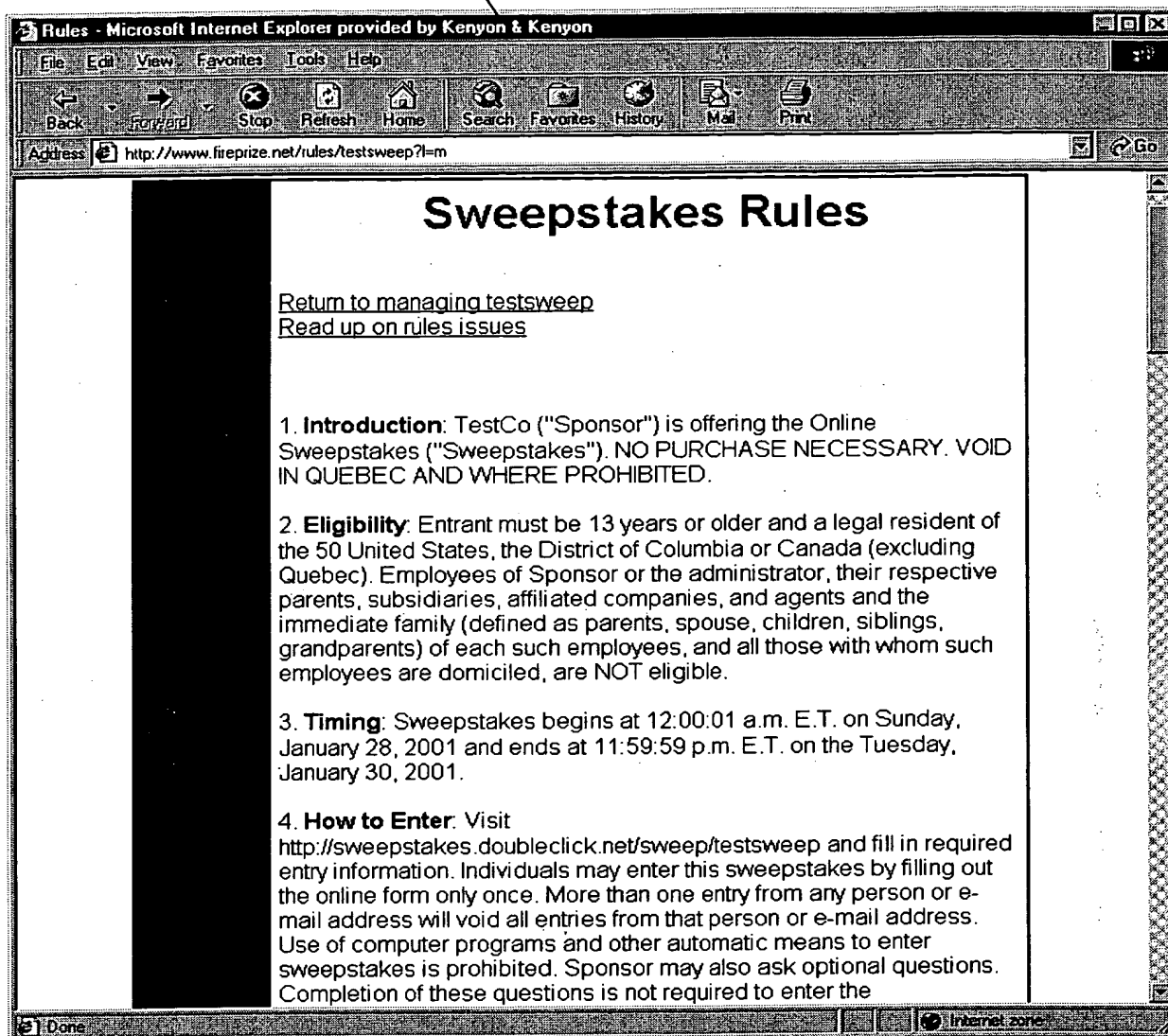


FIG. 9



Web Browser 150

Win a Mountain Bike! - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://www.firepiize.net/sweep/testswEEP> Go

This sweepstakes is currently UNPAID and INACTIVE.

## Win a Mountain Bike!

Ever wanted to win a fabulous A new Mountain Bike, delivered to the home of the winner.? Well, enter this sweepstakes and you'll get a chance to win on 30-Jan-2001!

### Entry Form

Highlighted questions are required.

First Name

Last Name

Email Address

☒ Yes, I want TestCo to notify me by e-mail of exciting new products and services whenever they are available.

[Prizes](#) [Official Rules & Privacy Policy](#)

This sweepstakes is currently UNPAID and INACTIVE.

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Done Internet zone

FIG. 10

Web Browser 150

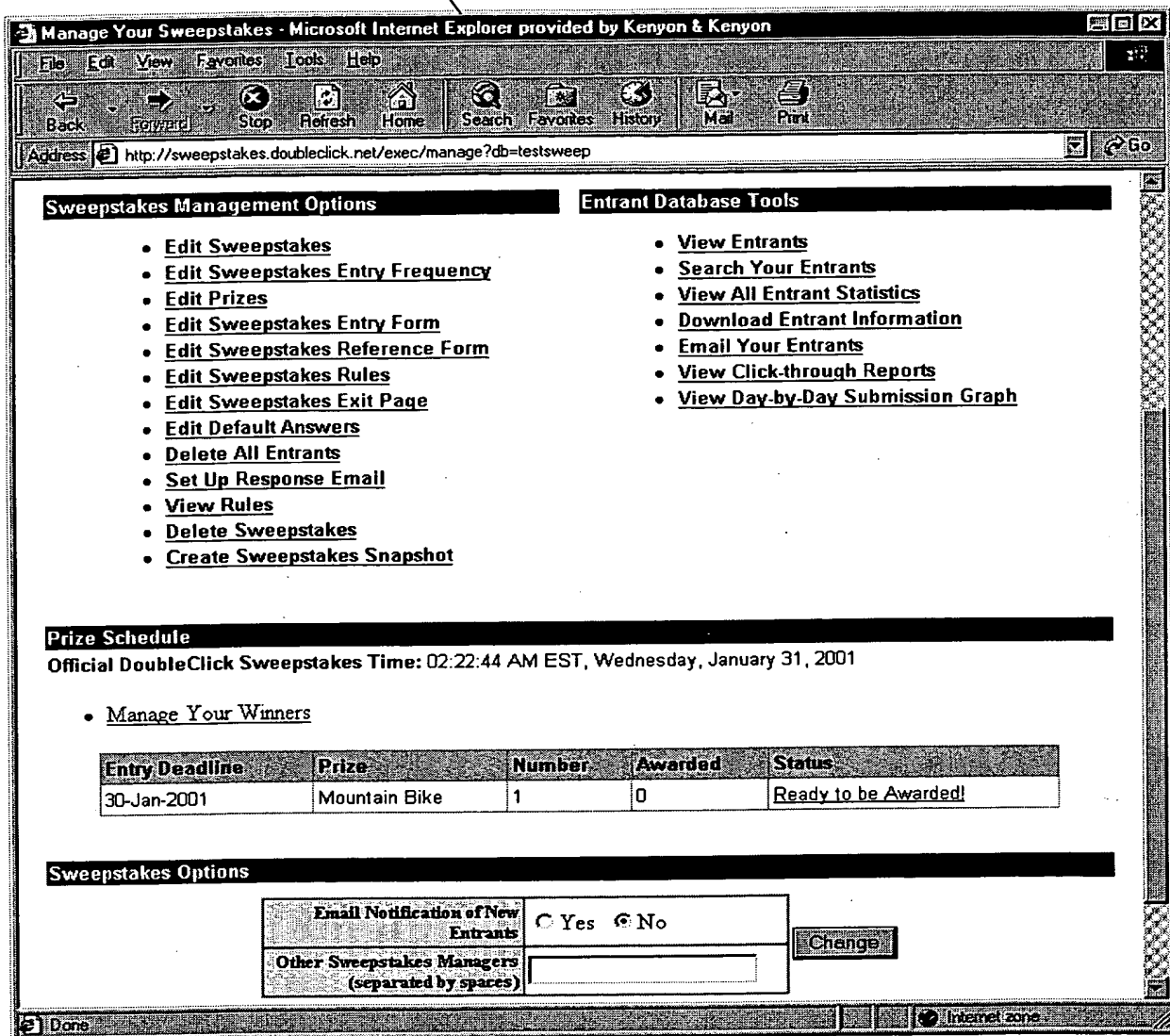


FIG. 11

Web Browser 150

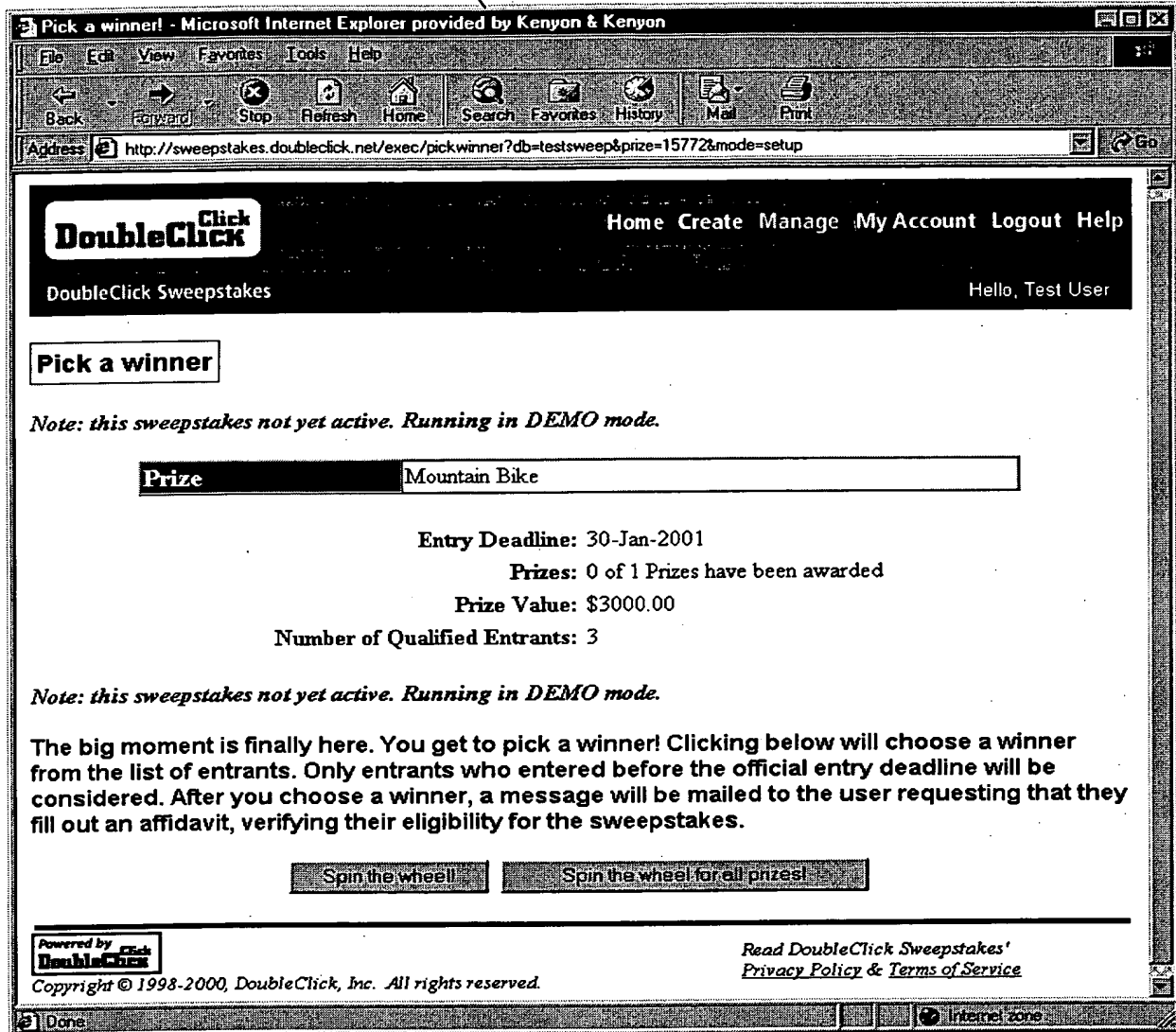


FIG. 12

Web Browser 150

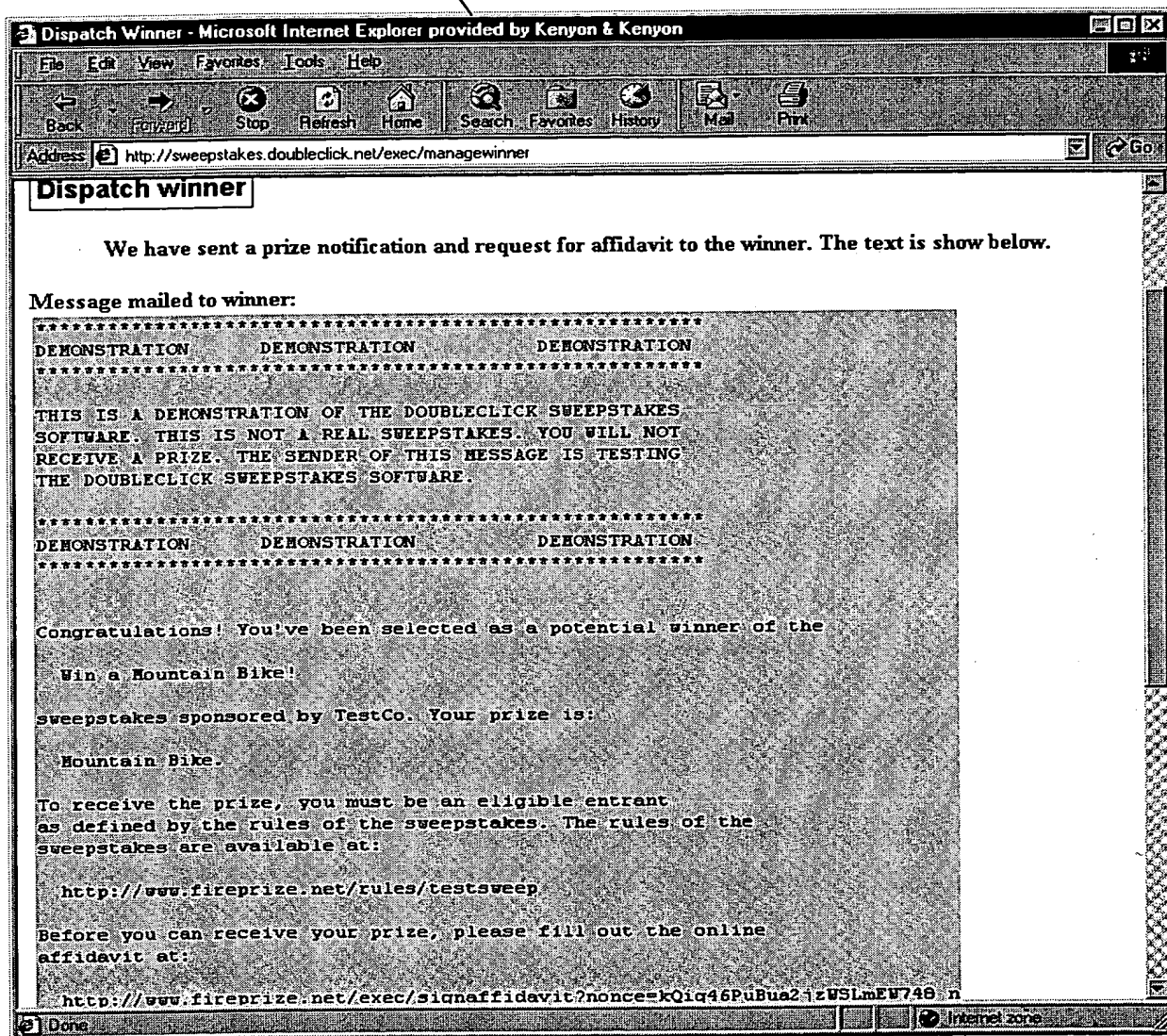


FIG. 13

Web Browser 150

**Qualify for Prize - Microsoft Internet Explorer provided by Kenyon & Kenyon**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address [http://www.firepiize.net/exec/signaffidavit?nonce=kQig46Pu8ua2izWSLmEW748\\_n](http://www.firepiize.net/exec/signaffidavit?nonce=kQig46Pu8ua2izWSLmEW748_n) Go

Congratulations! You have been selected as a potential winner in the *Win a Mountain Bike!* sweepstakes organized by TestCo. To claim your prize, you must complete and submit this form. This is an affidavit to verify your eligibility, release the sponsor of liability, and authorize the sponsor to use your identity for publicity purposes as stated in the Official Rules. If you have any questions, please consult [the Official Sweepstakes Rules](#).

**Your Prize: A new Mountain Bike, delivered to the home of the winner.**

First Name	<input type="text"/>
Last Name	<input type="text"/>
Address	<input type="text"/>
Address (2nd line)	<input type="text"/>
City	<input type="text"/>
State/Province	<input type="text"/>
ZIP Code/Postal Code	<input type="text"/>
Country	<input type="text"/>
Date of Birth (m/d/y)	<input type="text"/>
Day Time Phone	<input type="text"/>
Social Security Number US Residents Only *	<input type="text"/>

\* Social Security Number is required for prizes worth \$600 or more. Your SSN will be used only for tax purposes, and is required in order to claim the prize.

In order to receive your prize, you'll need to agree to the following three terms.

**Please check all three:**

☐ I have read and agree to the rules of the sweepstakes and certify my eligibility.

I agree that the sponsor may use my name and likeness for promotional purposes as stated in

Internet zone

FIG. 14

Web Browser 150

Winner Winner Information - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://sweepstakes.doubleclick.net/exec/managewinner?id=2861&mode=show> Go

### Submitted Affidavit

Affidavit Item	Answer
First Name	Jane
Last Name	Smith
Address (1)	29 Hawk Road
Address (2)	
city	Eagleton
State/Province	NY
Postal Code	10023
Country	USA
Social Security No.	999-99-9999
Date of Birth	08/08/80
phone	777-777-7777
Winner asserts their eligibility	Yes
Will Allow Use of Name/Likeness	Yes
Winner releases sponsor from liability.	Yes

### Take Action on Potential Winner

The winner has filled out the online affidavit and the information appears above. Check it carefully to make sure the winner is eligible to receive the prize according to the rules. If so, mark their affidavit as acceptable. If not, disqualify the winner and you will be able to pick another.

Action: ☐ Accept Affidavit ☐ Disqualify Entrant

Sweepstakes Manager's Notes (stored with record):

Done Internet zone

FIG. 15

Web Browser 150

DoubleClick Sweepstakes Entry Viewer - Full Entries - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address http://sweepstakes.doubleclick.net/exec/displaydata?db=test sweep&id=0&page=0&action=CREATE Go

**DoubleClick** Home Create Manage My Account Logout Help

DoubleClick Sweepstakes Hello, Test User

All Entries

View Entries Download Entries Email All Entrants  
Statistics Edit Entry Form Other Manage Options...

### Win a Mountain Bike!

There are 3 entrants.  
Page 1 of 1. Displaying 10 entries per page. [Change?](#)

Response	Entry Date	First Name	Last Name	Email Address	Yes, I want TestCo to notify me by ...
Sort	Up Down	Up Down	Up Down	Up Down	Up Down
<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>	2001-01-28	John	Doe	<a href="mailto:John@Doe.com">John@Doe.com</a>	no
<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>	2001-01-28	Jane	Smith	<a href="mailto:jane@smith.com">jane@smith.com</a>	yes
<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>	2001-01-28	Jack	Tyler	<a href="mailto:jack@tyler.com">jack@tyler.com</a>	yes

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Done Internet zone

FIG. 16

Web Browser 150

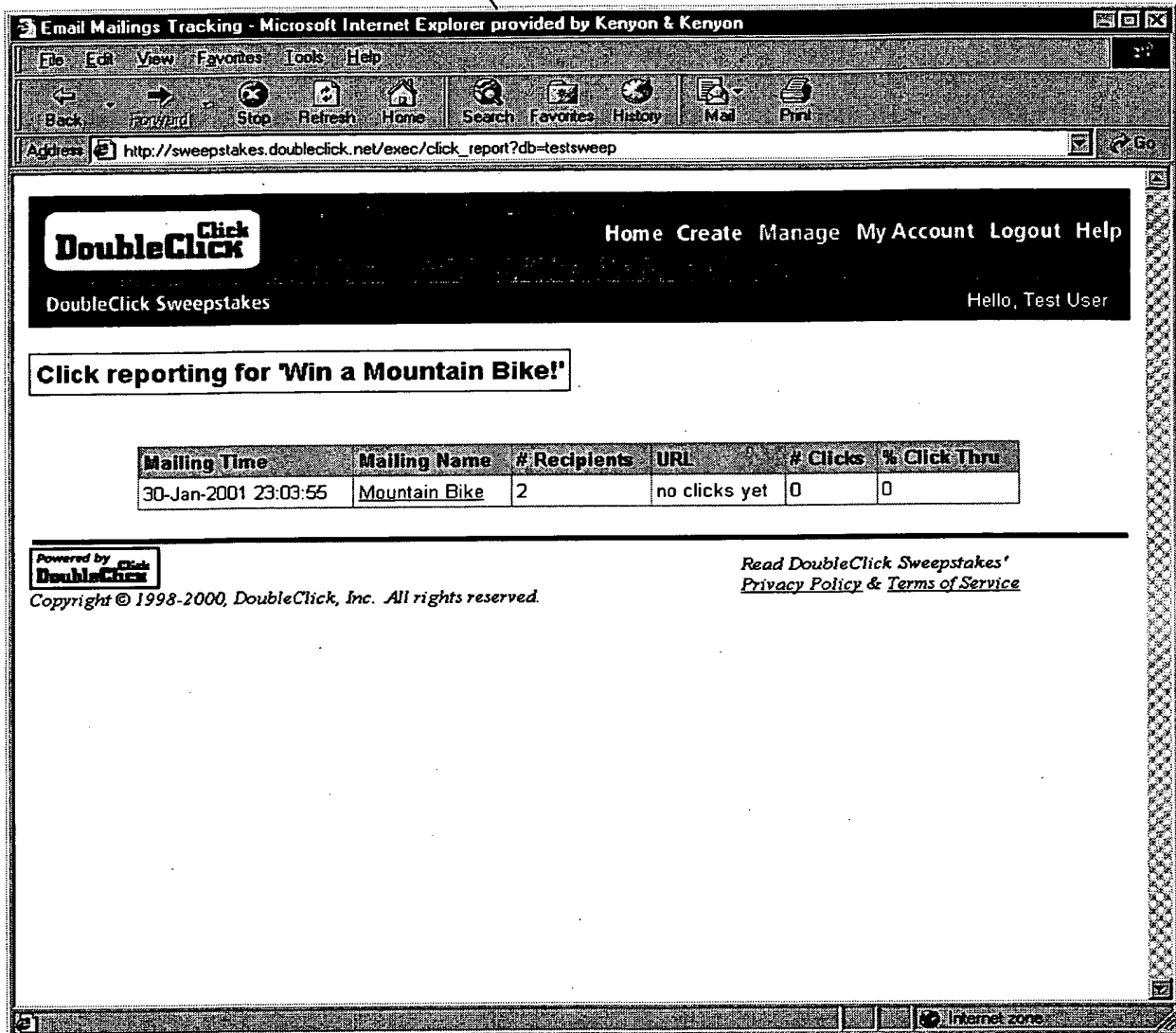


FIG. 17